



COUNTY OF LOS ANGELES

Public Health

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February 22, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism*, (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I understand that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism out of concern that broadcasters may not be adequately serving their local communities.

I am pleased to say that the Office of Women's Health has been very impressed with KABC-TV's responsiveness ever since we first approached them in 1999 (shortly after our office's inception) for coverage of the launch of our cervical cancer pilot program targeting low income, underserved women. Health reporter Denise Dador and crew came to our office for an interview that was aired and subsequently garnered the interest of the community and no doubt helped our pilot program for free Pap tests become a full-fledged, funded campaign.

Denise Dador served as Mistress of Ceremonies for most of the annual cervical cancer initiative community breakfasts that followed (through 2004), and for nearly every health-related event ever since – most recently an October 2007 community forum to raise awareness of the growing problem of human trafficking. The presence of a recognizable and trusted representative of the media adds significance to such occasions and we have been delighted with KABC-TV's support.

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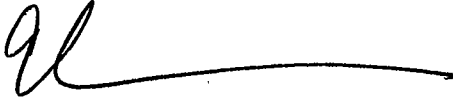
Not only have we been able to utilize their impassioned health reporter for our events and also receive television coverage, we have worked with KABC-TV in a number of other ways:

- Over the last two years, our office and KABC-TV and their other community partners developed the *ABCs of Women's Health* – a glossy 20 page year-by-year guide to staying healthy which they produced for us for mass distribution, first in English and then a Spanish version was added in 2007. In an attempt to reach underserved women, another language will be added for the next edition due out in October 2008.
- We attend regular monthly meetings with the KABC-TV team to find ways to promote community wellness and enhance the activities of their annual women's health month.
- We participate in their Women of Courage luncheon each October, honoring women in the community who have overcome substantial obstacles and made a difference in the lives of others or have made a significant impact on improving the lives of women.
- KABC-TV was a co-sponsor of our 2007 Women's Health Policy Summit: *Building Multicultural Women's Health: Setting an Agenda for Los Angeles*. Denise Dador was the MC and KABC-TV produced a twelve minute DVD of local women's health leaders addressing the issue of health disparities in women of color. The DVD was shown at the summit and given out to the 435 summit participants. It is also given to funders, legislators and other healthcare stakeholders to draw attention to the need for health equity.

The Office of Women's Health receives ongoing support from KABC-TV for our activities and we enjoy a very productive working relationship that has been of tremendous benefit to us and to the community of low-income, underserved women we serve.

We see absolutely no need for further regulation as KABC-TV is already exceptionally community-committed.

Best regards,



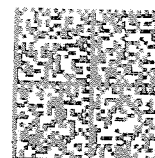
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